

Message Text

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PAGE 01 DAMASC 01338 110656Z

15

ACTION EB-07

INFO OCT-01 NEA-09 ISO-00 COME-00 /017 W

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R 110614Z APR 75

FM AMEMBASSY DAMASCUS

TO SECSTATE WASHDC 3173

INFO AMEMBASSY BEIRUT

AMEMBASSY CAIRO

AMEMBASSY TEHRAN

UNCLAS DAMASCUS 1338

BEIRUT PASS BAGHDAD

EO 11652: N/A

TAGS: BEXP, BTRA, SY

SUBJECT: TOURISM: VISIT TO SYRIA BY SERVICE WORLD INTERNATIONAL
GROUP

1. EMBASSY BELIEVES APRIL 6 TO 8 VISIT BY "SERVICE WORLD INTERNATIONAL" PUBLISHER FERGUS MCKEEVER AND HIS GROUP OF APPROXIMATELY 45 AMERICAN HOTEL SPECIALISTS FROM MANY PARTS OF US PROVIDED USEFUL OPPORTUNITY FOR COMMERCIAL CONTACTS IN SYRIAN TOURISM INDUSTRY WHICH DEFINITELY ON THE MOVE. EMBASSY ASSISTED MCKEEVER IN INVITING PRIVATE SYRIAN BUSINESSMEN IN TOURISM SECTOR, AND ALSO DEPUTY MINISTER OF TOURISM BURHAN KASSAB HASSAN AND MEMBERS OF HIS STAFF TO GROUP'S RECEPTION, LUNCHEON AND "IDEA EXCHANGE" AT SEMIRAMIS HOTEL APRIL 7.

2. AFTER OPENING REMARKS BY DEPUTY MINISTER AND CHARGE, "IDEA EXCHANGE" MOVED INTO LIVELY PUBLIC QUESTION AND ANSWER PERIOD BETWEEN AMERICAN BUSINESSMEN AND PRIVATE SECTOR AND MINISTRY REPRESENTATIVES, WITH SYRIANS STRONGLY EMPHASIZING DESIRE FOR AMERICAN COMMERCIAL PARTICIPATION IN THIS SECTOR UNDERGOING STRONG ANNUAL GROWTH OF 15,000 BEDS AND \$55 MILLION INVESTMENT PER YEAR OVER NEXT 10 YEARS.

3. MCKEEVER IS WELL-EXPERIENCED IN SHEPARDING GROUP OF
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THIS SORT AND WE BELIEVE VISIT WAS WELL-RECEIVED BY SYRIANS.

THIS AND TIME, INC. "NEWSTOUR" HAVE BEEN LARGEST AMERICAN
GROUP TOURS WE ARE AWARE OF TO VISIT SYRIA SINCE
RESUMPTION OF RELATIONS LAST YEAR AND WE WISH TO
ENCOURAGE MORE SUCH VISITS. THEY ARE USEFUL NOT ONLY
FROM COMMERCIAL POINT OF VIEW BUT ALSO IN PEOPLE-TO-PEOPLE
CONTACT.
PELLETREAU

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 11 APR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975DAMASC01338
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750126-0641
From: DAMASCUS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750459/aaaaccpy.tel
Line Count: 68
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 29 SEP 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <29 SEP 2003 by SilvaL0>; APPROVED <02 JAN 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TOURISM: VISIT TO SYRIA BY SERVICE WORLD INTERNATIONAL GROUP
TAGS: BEXP, BTRA, SY
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006